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Influenza News



The National Influenza Vaccination Disparities Partnership (NIVDP) is comprised of multi-sector partners who work to promote flu vaccination among underserved populations including African Americans, Hispanics, and American Indians/Alaska Natives. The partnership and this newsletter are supported by the Centers for Disease Control and Prevention (CDC).

NIVDP Partners Promote Flu Vaccination at Health Fairs to Reach African American Communities

In this special issue of *Influenza News*, the NIVDP recognizes new and long-term partners that have promoted annual flu vaccination among African American communities through health fairs. These partners collaborated with local health departments to provide health screenings and flu education resources from the NIVDP and CDC to medically underserved communities.

Health fairs offer an opportunity to connect and collaborate with organizations that address health issues of concern to African Americans, including diabetes and hypertension. Such chronic diseases can put some people at high risk of developing flu-related complications that can result in hospitalization and can occasionally result in death.

Activities included:

- A health fair organized by the Urban League of Greater Atlanta and the Concerned Black Clergy of Metropolitan Atlanta at The Mall West End in Atlanta, Georgia, on May 21, 2016;
- The Fourth Annual Kappa Alpha Psi Fraternity, Inc. Health Fair at Mary's of Michigan Health Education Center in Saginaw, Michigan, on June 4, 2016; and
- The annual O'Donnell Heights Day health fair hosted by the O'Donnell Heights Community Center in Baltimore, Maryland, on October 8, 2016.

SPOTLIGHTING NIVDP ACTIVITIES AND PARTNERS

ATLANTA PARTNERS ORGANIZE A HEALTH FAIR FOR AFRICAN AMERICANS

Two new NIVDP partners, the **Urban League of Greater Atlanta (ULGA)** and the **Concerned Black Clergy of Metropolitan Atlanta (CBC)**, organized a health fair on May 21 at The Mall West End in Atlanta, Georgia for individuals who are unemployed, underemployed, or underinsured. Most of these individuals do not have full health care coverage and rely on emergency rooms or urgent care clinics as a primary healthcare source.

Dr. Reginald Figures, Health and Wellness Chair of the CBC, and Sherlyn Richardson, ULGA Guild Vice President, led the health fair efforts, which resulted in securing approximately 400 community members and 30 service providers including

community clinics, health programs, and nonprofit organizations. The **ULGA Guild**, an auxiliary of the ULGA, is composed of young professionals in Atlanta's metro region who are dedicated to serving their local community through social and community activism.

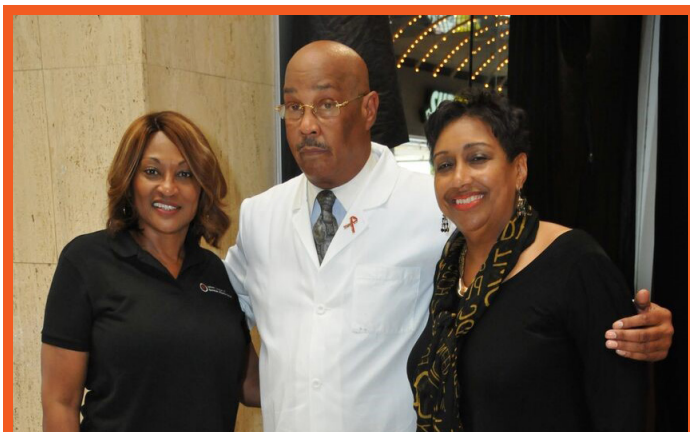
Volunteers at the health fair provided health screenings and services, and the ULGA Guild invited the **Fulton County Department of Health and Wellness** to educate participants on flu misconceptions and the benefits of annual flu vaccination. The health department staff handed out CDC flu vaccination materials, including **brochures**, **posters**, and **reminder cards**.

Ms. Richardson recapped the event: “Events like this will not only help to improve one’s health and quality of life today, but can serve as a catalyst to achieve sustainable, long-term health improvements. For example, at the health fair, a 62-year-old African American man explained his phobia of vaccinations. After he spoke to a health professional who answered his questions and addressed his fears and misconceptions, the gentleman committed to getting an annual flu vaccination.”

Deborah McClary, ULGA Human Resources Director and Guild liaison, added, “The ULGA

looks forward to collaborating with the NIVDP and other partners educating underserved communities next flu season.”

The ULGA, CBC, and Fulton County Department of Health and Wellness first came together at the NIVDP’s listening session/workshop in Atlanta, Georgia, on March 31, 2016. Throughout the workshop, partners discussed and recommended effective strategies and best practices for educating African Americans on annual flu vaccination. The workshop was an opportunity for organizations to collaborate by leveraging resources and volunteer/staff time.



Left to Right: Sherlyn Richardson, Vice President, ULGA Guild; Dr. Reginald Figures, Health and Wellness Chair, CBC; Nancy Flake Johnson, President and CEO, ULGA



Georgia Goseer, Fulton County Department of Health and Wellness, distributing Georgia Department of Health and CDC materials at The Mall West End in Atlanta

INTERESTED IN HOSTING YOUR OWN HEALTH FAIR?

Here are four helpful tips to help you get started:

1. Evaluate the health needs and concerns of your community.
2. Partner with your state or local health department and other health organizations in your community.
3. Educate and provide resources to the community on flu prevention and flu vaccines.
4. View the **NIVDP Community Resource Kit** to learn how to engage trusted messengers and leverage media outlets to promote flu vaccination.
5. Download and print CDC flu vaccination **free resources** or select free materials that are available for **order** to share at your own health fair.

KAPPA ALPHA PSI'S ANNUAL MEN'S HEALTH FAIR PROMOTES ANNUAL FLU VACCINATION



Kappa Alpha Psi Fraternity Shield

The annual health fair is the Chapter's response to the National **Healthy Kappas/Healthy Communities Initiative**, which is led by the fraternity's National Health and Wellness Committee. The Healthy Kappas/Healthy Communities initiative aims to provide health and wellness information with measurement tools and metrics for membership, families, and surrounding communities.

To kick off the health fair, guest speaker Greg Kelser, former Detroit Pistons and Michigan State University basketball player and current commentator for Fox Sports Detroit, gave a motivational talk about the importance of preventative health services.

The theme of the fair, "Fight Like a Man for Your Health," invited men, women, and their families to obtain health information, complete a mini health assessment, and undergo several screenings that included blood pressure, blood sugar, BMI, cholesterol, dental, and foot assessments. Booth exhibits offered health information and services. Staff from the National Center for African American Health Consciousness, an NIVDP partner, had a booth and handed out **NIVDP resources** and **CDC print materials** and discussed benefits of annual flu vaccination, common misconceptions and answered questions from community members.

NIVDP partner **Kappa Alpha Psi Fraternity Inc., Saginaw Alumni Chapter**, hosted its Fourth Annual Men's Health Fair at St. Mary's of Michigan's Health Education Center in Saginaw, Michigan, on June 4.

The annual health

Dwayne Parker, Chair of the Saginaw Alumni Chapter, said: "For various reasons, many African American men are not convinced that getting vaccinated is the right thing to do. Our fraternity is addressing history and misconceptions of vaccinations. Our partnership with the NIVDP helps us promote flu vaccination to underserved African American communities so they can make educated health care decisions. We plan to share NIVDP and CDC resources with other chapters and communities in the Flint and Saginaw area. The Flint and Saginaw Alumni Chapters will also help coordinate NIVDP flu vaccination events next flu season."

Kappa Alpha Psi Fraternity, Inc. has more than 150,000 members with 721 undergraduate and alumni chapters throughout the United States.



Left to Right: Michael Webster (attendee); Dwayne Parker, Saginaw Alumni Chapter Chair; and Derrick Harge (attendee) discuss flu vaccination and share NIVDP and CDC resources

O'DONNELL HEIGHTS COMMUNITY CENTER HEALTH FAIRS REACH MEDICALLY UNDERSERVED POPULATIONS

Since 2014, O'Donnell Heights Community Center and the NIVDP have collaborated to promote flu vaccination as part of the annual O'Donnell Heights Day, a health fair that will be held on October 8, 2016 in Baltimore, Maryland that offers preventive health services to medically underserved people. For the past three years, over 150 flu vaccinations have been administered by Walgreens during O'Donnell Heights Day.

NIVDP partners who have participated in this event previously include organizations that provide employment training and health, nutrition, and food programs, such as the **Baltimore City Health Department** and the **Baltimore Urban League of Young Professionals**. Planning is underway to have a local Walgreens pharmacist available to administer flu vaccines for community members who rely on the annual health fair for preventative health services. In addition, Tiffany Lewis, a service coordinator at the O'Donnell Heights Community Center and trusted messenger, will hand out CDC educational material to community members and answer questions about the flu vaccine.

Throughout the year, the community center displays and disseminates CDC educational materials such as **posters and flyers**. Tiffany Lewis stated, "Working with the NIVDP addresses a need for vaccination in the O'Donnell Heights community because community members face health disparities. O'Donnell Heights Day allows local organizations to offer services to people and continue to build community trust."

Tiffany has also participated on NIVDP partnership calls and webinars to learn about best practices. She added, "I am grateful for another year of partnership and the flu assistance NIVDP gives our community."

O'Donnell Heights Day allows local organizations to offer services to people and continue to build community trust. Tiffany has also participated on NIVDP partnership calls and webinars to learn about best practices.

The NIVDP hosts monthly partnership conference calls and **educational webinars**. If interested in participating, please like and follow the **NIVDP Facebook Page** and reach out to the NIVDP directly by clicking the "**subscribe/comments**" link at the bottom of this page.



O'Donnell Heights Community Center in Baltimore, MD

If you are interested in hosting your own event, especially during **National Immunization Awareness Month** (NIAM) in August or partnering with other NIVDP organizations in your area, you can download the **NIAM Communication Toolkit** and the **NIAM Media Outreach Toolkit** to help you organize flu vaccination events in your community and promote flu vaccination.

Share your ideas, photos, and events with us. We will feature them in upcoming issues of InFLUential News.

CLICK TO JOIN

BECOME A PARTNER. JOIN YOUR COLLEAGUES AND SPREAD THE WORD.